NHSScotland Event 2017
20–21 June 2017
Scottish Exhibition and Conference Centre, Glasgow

WORKING DIFFERENTLY ACROSS BOUNDARIES:
TRANSFORMING HEALTH AND SOCIAL CARE
NHSSCOTLAND EVENT 2017

WHAT IS THE PURPOSE OF A POSTER?
A poster is a visual presentation of a written abstract and should be designed to:

- **Attract attention:** The first thing that a poster needs to do is attract the attention of passers-by; and
- **Convey key messages:** Once the poster has caught the attention of the viewer it should convey efficiently and quickly the information that you want people to know about your work.

WHAT DESIGN SPECIFICATIONS ARE THERE FOR POSTERS?
All posters need to be designed in portrait format in line with how the poster boards will be presented. It is the responsibility of poster authors to arrange for their poster to be printed, brought to the venue and fixed to the allocated poster board.

When submitting your poster to the printers, please confirm that it needs to be printed at size A0 – 841mm x 1189mm.

WHERE WILL POSTERS BE DISPLAYED?
Poster boards will be positioned in the main exhibition hall at the SECC. There will be over 200 posters on display. Each poster display board will be numbered and your allocated number will be emailed to you. The dimensions of the poster board to which your finished poster will be fixed is 1m wide x 2m high. This is why posters must be provided in portrait format. Please note that any posters provided in landscape format will not be displayed.

WHEN CAN POSTERS BE FIXED TO THE POSTER BOARDS?
Poster authors can hang posters on Monday 19 June between 16:00 and 18:00 hours. Please note that the Exhibition Hall build will be taking place so if your allocated poster board is not ready, you can leave your poster with one of the Event staff who will hang your poster for you.

You can also hang your poster on the morning of 20 June between 08:00 and 09:00 hours. The dedicated Poster Lead will be at the poster desk to provide advice and support.

All posters should be in place by no later than 09:00 hours on Tuesday 20 June. Velcro will be provided but please bring any other materials you require.

WHEN CAN POSTERS BE REMOVED FROM POSTER BOARDS?
By submitting a poster for the NHSScotland Event 2017, you are committing to displaying your poster over both days of the Event and leaving your poster on display until 15:00 hours on Wednesday 21 June 2017.

Posters **must** be removed from the Exhibition Hall by 17:00 hours on Wednesday 21 June 2017. Any posters left after this will be removed and discarded. We will not be responsible for posters left so please either remove your poster personally or organise for one of your colleagues to do so.

For more information about the event visit [www.nhsscotlandevent.com](http://www.nhsscotlandevent.com) or telephone 0131 244 2064
Keep up with what’s happening at the NHSScotland Event 2017 @NHSScotlandEvnt #nhsscot17
POSTER EXHIBITION TIMES

The poster exhibition will be open for viewing from 09:00 hours until 16:30 hours on Day One (Tuesday 20 June 2017) and from 09:00 until 15:00 hours on Day Two (Wednesday 21 June 2017).

Poster authors who have agreed to present their work directly to delegates during the Facilitated Poster Presentations will be positioned next to their poster during the allocated time slots to discuss their project with other delegates. Please note that these will be confirmed by the dedicated Poster Lead who will make contact with poster authors to inform them exactly when they will be required to present their work.

Details about which poster categories feature during which time slot will be provided in due course. Poster authors should be aware that these time slots run at the same time as the Parallel Sessions so the ability for poster authors to register for Parallel Sessions will be limited.

All poster authors, including those who aren’t taking part in the Facilitated Poster Presentations, may choose to man their poster during break times in order to discuss their poster with delegates. Please note this is not mandatory.

Distributing handout material at the poster exhibition is not recommended because of space restrictions. However, if you have brochures, documents, or other information you think would be helpful to those interested in your work, you should collect business cards from those who want further information in order to send it to them after the Event.

All registered delegates will receive notification ahead of the Event to let them know that they will be able to view all posters on the NHSScotland Event website prior to the Event.

We therefore ask that you send a PDF version of your poster to nhsscotlandevent@gov.scot by no later than 17:00 hours 12 May 2017 in order for it to be uploaded to the NHSScotland Event website.

Poster authors are asked to note the following:

- You are still required to print your own A0 size poster (in portrait) and bring it to the Event with you – i.e. the NHSScotland Event Team cannot take responsibility for printing posters on your behalf;
- You will be provided with a Poster Information Form in due course which you should email to nhsscotlandevent@gov.scot when submitting your poster PDF; and
- Once the poster PDF has been submitted, no changes to the poster title, poster authors or the content of the poster will be accepted. Please therefore ensure that you submit your final version by the deadline of 12 May 2017.
**PLANNING YOUR POSTER CONTENT**

Your poster content must **develop** the work outlined in your submitted abstract.

A useful starting point is to set out all the content that you would like your poster to convey, keeping in mind your target audience.

Your poster should consist of the following sections in this order:

- **Title and subtitle:** This section should highlight the poster title and subtitle if required. Please try to keep titles under 20 words – if more words are needed, use a subtitle in a smaller font.

- **Poster author(s):** The names of the people involved in the work and their institutional affiliation(s) starting with the lead author. **Authors will be listed in this order across all Event materials.**

- **Aim:** Highlight why the project was undertaken and the aim and objectives of the work.

- **Methods:** This section should give a more detailed account of the methods used to achieve the outcomes.

- **Outcomes/results:** This section should show illustrative examples of the main results of the work.

**Conclusions:** This section should list the main implications of your findings.

**References**: Remember to acknowledge any other individuals, funders or specific programmes associated with your work. Please also include contact details for more information on the project.

Further information about the Poster Exhibition is available on the FAQ section of the NHSScotland Event website.

For your chance to hear from former poster judges and authors, visit the website to view a short video for some handy tips on designing posters for the NHSScotland Event. [http://nhsscotlandevent.com/_posters/designing-your-poster](http://nhsscotlandevent.com/posters/designing-your-poster)

References should follow Vancouver Convention: Name, Title, Publication, Year, Chapter, Page No(s) and should be listed on a separate page.

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USEFUL TIPS FOR POSTER DESIGN

CONTENT TIPS
- Avoid making your storyboard too ‘text heavy’. Focus on the highlights of your display. If results can be communicated with numbers, graphs or other visuals, do so.
- Your poster content should consist of a mixture of text and pictorial information so keep your text brief and your word count as low as possible.
- Develop your key points and create manageable chunks of text – people generally do not want to stop and read lengthy, densely-packed blocks of text.
- Keep sentences to one or two points and keep paragraphs as short as possible.
- Write in a style that is clear, concise and easily scanned by the reader, structuring your text by using headings and sections.
- Have some attention grabbers on your poster such as an eye-catching and interesting statement, striking photographs/graphics or a distinctive colour scheme.

DESIGN TIPS
- Poster title should be no more than 20 words. If more words are needed, use a subtitle in a smaller font.
- Use all the space at your disposal, but do not cram the content on your poster.
- White space is an important part of the layout, and good use of it can make a poster clear and eye-catching.
- Use colour sparingly – limited use of a few colours is more striking than a ‘rainbow’ approach.
- The flow of information should be clear from the layout.
- Clearly label diagrams/drawings and provide references to them in the text where necessary.
- The title text should be readable from 6 metres away – at least 48-point text.
- The body text should be readable from 2 metres away – at least 24-point text.

- NHSScotland has prescribed fonts for communication material – Arial, Stone Sans and Garamond. Refer to the NHSScotland Identikit for more guidelines on design. www.nhsscotlandci.scot.nhs.uk

VISUAL TIPS
- Visual images such as photographic images, graphs, charts, diagrams, logos and drawings help to attract and inform viewers much more effectively than text alone.
- Enlarge visuals so that they are easily viewed. Remember that your audience typically views your poster from 1-2 metres away. Use these distances when judging how legible all aspects of your visuals will appear.
- Number and title each visual that you use and be sure to reference them in the text.
- Ensure that any labels you use with the visuals are large enough to be read comfortably.
- Font sizes for these labels should be between 30-36 point.
- Eliminate any non-essential information and try to emphasize the most critical information you wish to communicate.

See an example of a winning poster from the NHSScotland Event 2016 below.

All posters will be uploaded to the NHSScotland Event website prior to the Event. Please send a PDF version of your poster to nhsscotlandevent@.gov.scot by no later than 12 May 2017.

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